



## **E<sup>3</sup> Ecosystem Framework: A New Model for Sustainable IP and Creator Management**

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### **Overview**

The E<sup>3</sup> Ecosystem Framework is a strategic management model designed to strengthen sustainability in creator-driven industries such as VTubing, gaming, and digital entertainment. It applies project management and ecosystem theory to explain how companies can build and maintain thriving creative environments where creators, users, and corporations coexist symbiotically.

At its core, the framework recognises that a media company's greatest strength is not just its products, but the ecosystem of participation surrounding them.

### **The E<sup>3</sup> Framework — Empower, Enable, Engage**

- Empower:

Empowerment focuses on User-Generated Contribution (UGC) — enabling fans to participate directly in the IP's creative life through clipping, fan art, fan music, and derivative projects. These contributions expand the IP's bandwidth, spreading visibility and community value without diluting authenticity. To support this, companies must design clear, open frameworks that allow safe and encouraged participation.

- Enable:

Enablement is about creating the infrastructure that connects creators, management, and community. This includes project pipelines, risk assessment systems, and business frameworks that keep creative work aligned with strategic vision. E<sup>3</sup> emphasises Alchemist Business Sense the idea that commercial sustainability comes not from extraction but from transformation: turning creativity into long-term ecosystem value.

- Engage:

Engagement concerns how users enter and remain within the ecosystem. Effective IPs offer “easy-to-digest entry points” accessible, low-commitment content that introduces users to the world, before guiding them deeper through merchandise, collaborations, or narrative experiences. Revenue must be redistributed into the ecosystem funding new talent, projects, and creative reinvestment creating a sustainable loop between company, creator, and community.

### **IP Erosion and IP Sharpness**

Two proprietary concepts within the framework:

- IP Erosion: When an intellectual property is overexposed, leading to creative fatigue and



consumer disengagement.

- IP Sharpness: The ability of an IP to maintain relevance and excitement through strategic rest, rotation, and reactivation.

Managing these cycles is key to maintaining long-term creative and commercial health.

### **Applications for Cover Corp**

- Empower and formalise fan contribution (UGC) as part of Hololive's IP strategy.
- Apply risk and lifecycle management to maintain IP sharpness across generations.
- Strengthen creator enablement systems that reduce burnout and enhance project flow.
- Expand international engagement by building accessible entry points for new fans and creators.

### **Objective**

To provide Cover Corp with a scalable strategic framework for building the world's most sustainable and participatory creative ecosystem one that empowers users, enables creators, and engages audiences in a continuous cycle of innovation and authenticity.